

## University's Top Communicator Gains Olympic Gold in Job Move

Posted on Friday 4th August 2006

The University of Birmingham announced today [Thursday 3 August] that Director of Communications Sue Primmer has been appointed Assistant Director, Communications & Consultation for the London Borough of Hackney.

Sue has worked for the University of Birmingham since 2001 as the University's first Director of Public Relations, then Communications. During the past 5 years she has established a reputation for energetic and proactive media relations, spanning one of the most diverse subject portfolios of any UK university. A keen advocate of the strategic significance of the media, she led the establishment of both a Sky News/Sky Sports base and BBC Drama Village at the University. For the past 3 years she has also acted as senior media adviser to Professor Michael Sterling, the University's Vice Chancellor, in his additional national role as Chair of the Russell Group of the UK's leading research intensive universities.

University of Birmingham Vice-Chancellor, Professor Michael Sterling, said "Sue has achieved a significant amount for Birmingham, particularly in the field of media relations. She will be much missed by all who know and work with her, but there is no doubt that London will find it now has another branch of the Birmingham embassy! We will say our goodbyes properly to Sue in October but in the meantime wish her well on her own news of this exciting appointment and congratulate Hackney on their choice."

Sue says "I've thoroughly enjoyed my time living here and working with tremendous colleagues, friends and my own team here, to whom I'm particularly indebted. In fact part of my heart will probably always belong to Birmingham and strangely, that's exactly what I will take with me: the knowledge that good communications only thrive when they're grounded in a particular place, people and set of aspirations. If anywhere was going to tempt me away, it was going to take a special combination of great people, sheer buzz and a bright future. That's what I've found in Hackney: a vibrant community, the whole regeneration of East London and the 2012 Olympic future. I know I am very fortunate and I'm extremely excited by the challenges and opportunities ahead."

Hackney is one of London's most historic and cosmopolitan areas as well as one of the key host boroughs for the 2012 Olympic Park, housing the sites for both the international broadcast facility and main press centre for the Games. Sue will be relocating to London this Autumn to take up her post from November.

Announcing her appointment, Jules Pipe, Mayor of Hackney said:

"I am delighted that we have managed to recruit someone of Sue's calibre. She will bring experience, expertise and enthusiasm to this very challenging role. Sue has a wide knowledge of communications and consultation in all their different forms, but more than that she brings commitment and determination."

**ENDS**

### Notes to Editors:

Sue Primmer biography:

Sue Primmer is 40 years old, a graduate of the Universities of both Cambridge and Durham and a Member of the Chartered Institute of Public Relations. She is also a graduate of the Common Purpose Programme, a Champion of Birmingham and a Director of professional services' organisation Birmingham Forward. She and her family have lived in Birmingham for the past 12 years during which time Sue initially worked for 5 years as Director of Communications to the Bishop of Birmingham and Church of England Diocese of Birmingham then as a dotcom Editor within the Chrysalis media group. Her relocation to London will be made in tandem with her young family and husband, the Reverend Tom Pyke, who is leaving his city centre parish of St Paul's Hockley (Birmingham's Jewellery Quarter) to become Vicar of Christ Church and St John with St Luke on the Isle of Dogs.

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